

DESIGNERS APPROACH TOWARDS TRADITIONAL AND MODERN JEWELLERY DESIGNS: A COMPARATIVE STUDY

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ABSTRACT

The main purpose of this paper is to study the designer's approach in the field of traditional and modern jewellery irrespective of their unique style. Through the year, the modern jewellery has created a sort of revolution in the subject of jewels. Although, the designs of both traditional and modern ornaments are incredible and have a futuristic approach, this offers the designers to make it preferable with the rest of options available in the marketplace. Jewellery is a type of accessories which includes different types of necklaces, rings, bracelets, watches and earrings etc. Modern day jewels have great impact on the consumer's purchasing power and thus, each jewel has an element of distinctiveness and newness which makes it preferable among the designers with the rest of the options. Despite the fact, that each jewel available could be traditional or modern but, has an element of uniqueness and newness to the rest of alternatives. Therefore, the major focus of this research work is to understand technique of selecting designs as an intuitive practise and however, there is limited attention given to understand designer's perspective while selecting jewellery designs. The designers of jewellery invest large number of resources that enables and result on the purchasing power of consumers at the marketplace.

KEY WORDS: Modern jewellery, Traditional jewellery, Designers, Jewels, Designs.

INTRODUCTION

Jewellery can be considered as an illustration of wealth and position from several civilisations as well as essential part of several rituals. Therefore, these ornaments are considered as a crucial component for humans seeing in view from beginning of civilisation. From the old days, people used traditional jewellery to beautify themselves and as part of numerous forms of rituals and witchcrafts. Jewellery is also seen as a symbol of protection. Early jewellery designers used resources and materials which were available to them in the raw form like seashells, pebbles, animal's skin teeth and their feathers as well as their bones to design the ornaments and jewellery. However, the discovery of valuable gemstones and

metals modern designs and numerous manufacturing processes with latest form of technology changed the entire method of jewellery designing (Alfadda, 2016). On earlier days, people used to wear jewellery which were designed from heavy metals and valuable materials in ancient times to enhance their looks. Even after several years of civilisation jewellery remains an expression of tradition. Traditional jewels in India hold a historical heritage of around 5000 years till now, because designs of conventional jewellery were mainly decorated with precise gemstones. Traditional jewellery in India is of great importance from the ancient times to present day as it forms a portion of Indian culture and gifts therefore, they are worn as a symbol of auspiciousness (Kaur & Joseph, 2012). Conventional jewellery help to represent the owner's fame, strength and their prosperity, thus it can also act as an ultimatum of security within the financial standing of a person. Then, during the year of 1900s traditional jewellery were designed with different styles and were mixed with numerous precious stones to develop new designs. Designing of jewellery is considered one of the oldest forms of arts which are recognised to human lifestyle, and these exceptional styles of jewellery are worn by men and women both to complete their appearance and attire (Sobh, et.al, 2014). Designers used treasured gemstones like diamonds, pearls, rubies and many others to add richness as well as royalty to the jewellery of kings and queens on those vintage days. Most of the designers were attracted towards such kinds of conventional ornaments in the recent times as people were fond of ethnic styles in current days as they loved to carry traditional designed jewellery with formal clothes for specific rituals and celebrations like weddings, festival celebration, and lot many. There are numerous factors that help designers to add unprecedented value and gain market-share with their creativity that would result with designs which customers would want. In the market, there are numerous designs and sizes of jewellery available. Humans keep it as their status symbol because it helps them to enhance their outfits and makes them stand out from the crowd. Men and women also wear extraordinary sorts of jewellery as, it makes them feel confident and look alluring. Therefore, in the recent times designers use every sort of material from gold and silver, beads, and many different techniques to design various wearable like earrings, necklaces, bangles, bracelets and many other ornaments to enhance their fashion and looks. Each piece of designs is mostly inspired from several sculptures, architectural forms and geometric shapes. Good designers bring his/her love of style through their work. Designers of jewellery industry have a futuristic approach and have a unique style of their own to create a sort of revolution in the field of jewellery industry and hence, it is playing a very important role in human life from ancient times. Many designers use technology to create traditional and modern jewellery

sketches. Makers of jewellery stay up to date and follow fashion icons to check out trendy designs amongst the customers. Many traditional types of jewellery of ancient times are still influencing the designers in this 21st century to keep up their values, trust, authenticity so that they could serve every consumer with the best of possible. Contemporary jewellery is considered as one of the most exciting fields among the designers which helps them to explore many new forms of innovative materials and techniques to design ornaments (Elsaid, 2015). Numerous approaches are conducted by designers that will help them to identify the most effective source of knowledge towards conventional and contemporary jewellery (Sun & Zhao, 2017).

LITERATURE OF REVIEW

Jewellery can be defined as an ornament, which people wear such as- necklaces, earrings, bracelets, and rings that are often made of valuable as well as precious metals like gold, silver, platinum, beads and with gemstones also (Kaur & Joseph, 2012). But, during the ancient times people used to wear designed jewellery which were made of several natural elements like wood, seashells, bones, animal teeth and etc, to adorn their body. It was often designed for people who have higher importance amongst their people to show their status, rank, or position in many cases and usually on earlier times they were buried with it. People used to keep and store large amounts of wealth in the form of jewellery in most of the cultures. In the recent times, the jewellery is usually created for several different practical purposes and thereby, they are exclusively used now for decoration. Numerous cultures pass their wedding ceremony dowries also in the form ornaments and jewellery or else create such things to keep or display their capital. Many decorative items of jewellery were used as an exchanged good or currency while trading. Ancient times, only certain ranks or people of higher status and wealthy background used to also wear in their ceremonies. Over time, these jewellery were also passed down to their children or family. Jewellery played a major role in Indian ceremonies and still many people wear them in several rituals, marriages and on various occasions. Nowadays, jewellery making, and its designing have evolved and it has noticed a drastic change from the 19th century to 21st century (Guerra & Núñez-Regueiro, 2012). Thus, many tribal and ancient designs have lost forever which were made from natural elements. According, to many of the studies it discovered that Indian sub-continent has the longest non-stop legacy of designing and making of jewellery everywhere. During the earlier days, the people of Indus Valley Civilisation were the first one in India to consider making ornaments and their designs. So, as the time passed the methods of designing jewellery got

advanced and hence, resulted to complex designs. In fact the jewellery made during the Indus valley civilisation period was not buried with the dead instead they were passed on to their generations like family members and children's. Although, designers of conventional jewellery used gemstones prior and in 296 BC India was the first country to mine diamonds with some limited mines (Gnesin, 2015). Developments done during the last years of 19th century with the industrial revolution taking place designers rejected the machine led factory system instead they encouraged to focus towards hand-crafting individual jewels. Craftsman of jewellery industry believed hand crafted and designed jewellery would improve the soul of workman as well as the end design. Designers also tend to neglect usage of large and faceted stones because they relied basically on using shaped as well as polished stones. Superb jewelleries were crafted during those days and in between the 1920s and 1950s their designs persisted to be both glamorous and innovative. Craftsman, artisans and designers of all other fields also started to participate in jewellery designing. Their approach towards traditional and modern jewellery foreshadows the new guidelines the jewellery industry might take. Since, after the 1960s the limits of jewellery have been continually redefined. As the years passed by, the designers approach towards the use of new technologies and non-treasured materials such as plastics, paper and textiles have overturned the impression of popularity traditionally implicit in jewellery.

Designers of jewellery are being considered as one of the most important people that a jewellery house could have and traditionally began as an apprentice. However, with an industry which is constantly evolving over the years in the road among conventional and modern jewellery is getting blurred, so innovation is fundamental. But, with times their preferences and approach itself has changed drastically in this industry. Designing both traditional and contemporary jewellery in present day whichever route they choose is definitely a unique as well as challenging occupation. Conventional and contemporary both jewelleries require a huge amount of technical and engraving skills, familiarity with alloys as well as metals, exceptional art work, a keen eye for detail therefore at the end a comfort level with arithmetic.

Each and every designer has their own style of crafting ornaments and these styles are specially adapted to enhance their individual style. Designers are majorly focusing to produce lightweight pieces of jewellery as from the couple years; the Indian gold market has grappled with several changes within the regulatory surroundings and in patron behaviour. Looking ahead the young generation of India is also very much interested to wear light weight and

simple designed gold jewellery. In the jewellery market is considered as second largest consumers market after China. The Indian market is very traditional as it reflects their importance of traditions, religious celebration with their cultural ties. All over the world the market of gold jewellery is evolving because of changes in their tastes and designs driven via economic growth, globalisation and changing pattern in consumer options (Kumaj Jena, 2010). Gold ornaments have always been considered as a sacred colour so jewelleries made and designed of gold are worn by Indian people for precise rituals and events (Patke, 2015).

In religious and spiritual ceremonies gold coins designed or engraved with various deities such as goddess Lakshmi, Ganesh or Krishna are often used in worshipping rituals. Most of the people think about to buy traditional jewellery during festivals like Diwali because, it is a belief that if bought on such festivals is considered auspicious. Plain designed jewellery made up of gold has still dominated to about 75-80% of the market share. The country witnesses a growing market of 18-carat. Studded jewellery which are designed or decorated with smaller objects has an estimated market share of about 15-20%. Consumers of the market have a fixed amount of money to purchase jewelleries made up of gold and their behaviour can also be affected by the trend in rupee gold costs. So, they are mostly encouraged and focused to design lightweight jewelleries to satisfy as well as meet the consumer's range of budget. In the International market of jewellery, the designers of Tiffany and CO's have consistently conquered the jewellery marketplace.

The ornaments designed by their designers whether it is traditional and modern is, still looked down by many other designers in today's jewellery design evolution (Fening, 2015). Piaget, which is originated from Switzerland, this designer line has created several products with beautiful classy designs. Next comes the Laurence Graff who therefore, with his unique style have designed beautiful jewelleries and his products are very much loved by royals, people of higher income status because of their well-loved designs. They design traditional and modern ornaments with the use of animals and insects as a pattern during their designing process. There are many designers who with their pieces of work and creative minds have beautifully designed them. Designers of jewellery are approaching all over the marketplace by creating a completely unique combination of classy and cutting-edge jewellery pieces, and constantly inspiring the modern ornaments designers. As, the years passed by, and globalisation continues all across the world its era maintains to draw artists from all disciplines and we would surely see more exciting jewellery designers who emerges from India because of their wealthy history of creating and coveting treasured jewellery.

Introduction of advanced digital tools and technology in this industry have a huge impact on jewellery designers and it is increasing in the current scenario. The new design process by them helps to ensure sustainable living and appreciate every level of the society. Designers must increase the new perspectives to design them with creativity and CAD based tools that will rather, offer them with numerous opportunities to design their product. Such tools helps them to generate information which will further, create a three-dimensional product design within a digital framework of process therefore, it will ensure them to get products final look (Chandrasegaran, et.al, 2013). But, the productions of traditional designed ornaments tend to create a massive quantity of carbon footprint which is becoming a primary difficulty for our surroundings. Therefore, designers of jewellery industry noticed such environmental issues and thus, they are moving towards modern techniques and alternative designs that come from renewable resources and help to produce much less carbon footprint on our nature (Cimatti, et.al, 2017).

Eventually such alternative modern designs and materials to design ornament is considered non-precious despite the usage of natural elements and new manufacturing as well designing approach may help to develop a completely unique design and shape of jewellery. Though, to bring changes in traditional mindset of the consumers is not a smooth job thus, it may be a time taking phenomenon from hypothetical level to reality. Though, the appearances of ornaments over the years have changed dramatically. At the end designers must ensure to pay more attention towards their potential customers needs and wants of the market even while designing their jewellery to satisfy the consumers in the upcoming future. The major aim of designers while designing them must also be to increase their sales and profit to a very high level while making ornaments by attaining sustainability. Designers should approach to get a clearer picture of several other factors to create more value for them.

OBJECTIVE OF THE STUDY:

To compare the designers' approach towards traditional and modern jewellery designs.

METHODOLOGY:

In this study a questionnaire was circulated among the 150 jewellery designers. The statements about the designs were extracted from the extant literature and a questionnaire was prepared. The data were analysed with the help of comparative mean.

DATA ANALYSIS AND INTERPRETATION:

Table 1 Basis of Comparison for Traditional and Modern Designs

SL No.	Statement	Mean (Traditional Design)	Mean (Modern Design)
1	The designs should be attractive	4.01	4.32
2	Designs change from time to time	3.89	4.35
3	Consideration of people’s Choice	3.83	4.51
4	Competitive environment and competition among top jewellery brands	3.24	4.29
5	Global Environment and Continuous Changes	3.11	4.28

Table 1 and Figure 1 specifies that all the bases of today’s jewellery industry do not support the traditional design. The mean values are high for modern designs and not the traditional designs. Figure 1, presents the mean values in a comparative form.

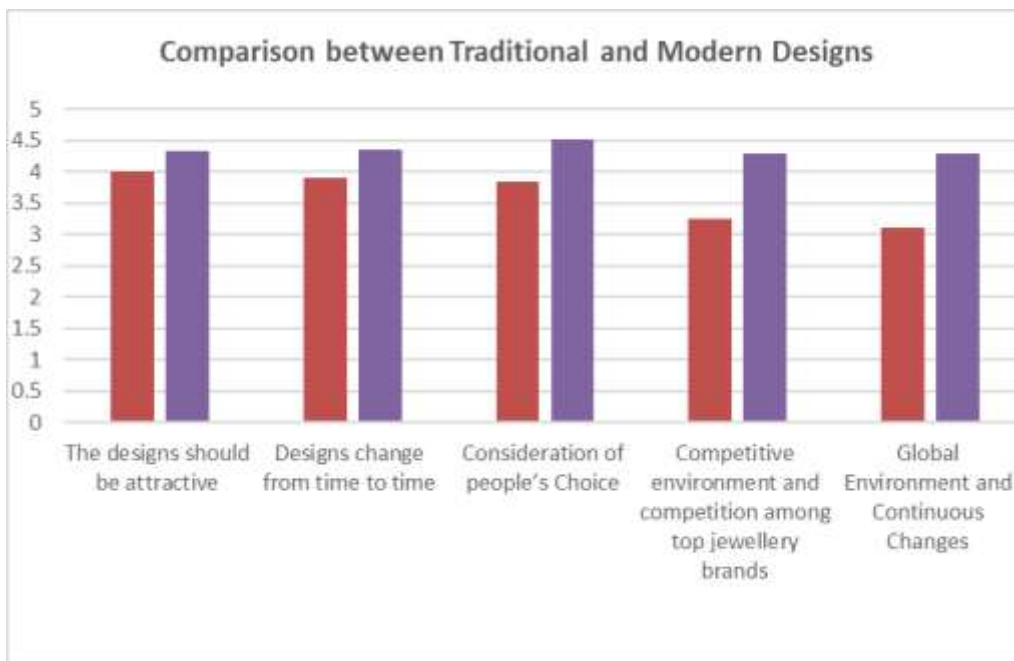


Figure 1 Comparative Mean Values for Traditional and Modern Jewellery Designs

CONCLUSION

From the above mentioned study, it resulted that designers need to start giving more attention to their potential consumers of the market even while during their approach to design traditional or modern jewellery design. Designers must concentrate to scale up the distribution channels and encourage and enhance the design of jewellery through social media platforms, website, daily or weekly magazines and events, which in turn attract and increase their customer base (Ghouse, 2012). The present paper has conceptualized the way great and creative designs related to both conventional and contemporary jewellery designs. Each and every jewellery designed is therefore, considered for its uniqueness and its style and such jewellery ensure to create a great influence on consumers. Therefore, the most interesting fact is that, consumers are getting more inclined towards simple and traditional design form of ornaments, ancient designs; even rural as well as tribal patterns are being crafted on them with certain modifications. The youngsters are also attracted towards jewellery which is crafted with simple designs and simpler forms (Golsteijn, et.al, 2014). It is a need to expand technology in this sector so, that it might bring some important changes in the designing process in a sustainable manner.

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